

IN THE CLAIMS

Please cancel claims 41, 42, 45-48, 50, and 61-67 as indicated below (claims 3-7, 27-40, 43-44, 49, and 55 previously were cancelled). All of the presently pending claims are reproduced below with the status of each claim indicated in parentheses.

1. (Previously Presented) A method for attracting attention from an observer to a retail display, the method comprising acts of:
  - providing an LED system to generate light of a range of colors within a color spectrum;
  - placing the LED system to project the light, when generated, onto the retail display such that the observer sees at least some of the light substantially indirectly via the retail display, and not directly from the LED system; and
  - generating the light so as to illuminate the retail display.
2. (Previously Presented) The method of claim 1, further including an act of providing a processor for controlling an amount of electrical current supplied to the LED system, so that a particular amount of current supplied thereto generates light of a corresponding color within the color spectrum.
3. – 7. (Cancelled)
8. (Withdrawn) The method of claim 2, wherein the act of placing includes positioning the LED system to affect a non-opaque object within the retail display.
9. (Withdrawn) The method of claim 8, wherein the retail display is substantially transparent and comprises glass, ice, crystal, or plastic.
10. (Withdrawn) The method of claim 8, wherein the act of placing includes positioning the LED system to affect a non-opaque container within the retail display, the non-opaque container containing a non-opaque substance.

11. (Withdrawn) The method of claim 10, wherein the container and the substance are substantially transparent.

12. (Withdrawn) The method of claim 10, wherein the container is a beverage container and the substance is a beverage.

13. (Withdrawn) The method of claim 10, wherein positioning includes disposing the LED system on a coaster holding the object.

14. (Withdrawn) The method of claim 2, wherein the act of placing includes positioning the LED system to affect a display sign within the retail display.

15. (Previously Presented) The method of claim 2, wherein the act of placing includes positioning the LED system to affect an informational board within the retail display.

16. (Previously Presented) The method of claim 15, wherein the informational board is selected from the group consisting of traffic information signs, silent radios, scoreboards, price boards, and advertisement boards.

17. (Previously Presented) The method of claim 2, wherein the generated light changes color over time.

18. (Previously Presented) The method of claim 2, wherein the generated light maintains a constant color.

19. (Previously Presented) The method of claim 2, further comprising an act of varying the color of the generated light over a period of time so that the observer perceives a change in color of the retail display being affected by the generated light.

20. (Previously Presented) The method of claim 2, further comprising an act of varying the color of the generated light over a period of time so that the observer perceives an illusion of motion in a design on the retail display being affected by the generated light.

21. (Previously Presented) The method of claim 19 or 20, wherein the retail display is at least one of a picture, photograph, image, display sign, informational board, or advertisement display.

22. (Previously Presented) The method of claim 2, wherein the generated light changes color over a period of time so as to permit an observer to perceive an illusion of motion of the retail display being affected by the generated light.

23. (Previously Presented) The method of claim 19, 20, or 22, wherein the retail display being affected by the light comprises at least one display used for advertising purposes.

24. (Previously Presented) The method of claim 19, 20, or 22, wherein the generated light changes color over a period of time in a pre-programmed sequence.

25. (Previously Presented) The method of claim 19, 20, or 22, wherein the generated light changes color over a period of time in response to external conditions.

26. (Previously Presented) The method of claim 25, wherein the external conditions represent at least one of proximity of people, ambient light, time of day, and location.

27. – 50. (Cancelled)

51. (Previously Presented) A method for illuminating a retail display, comprising acts of:

providing an LED system that generates light of a range of colors within a color spectrum in response to an activation signal;

directing the light toward the retail display; and

controlling the activation signal to vary the range of colors of the light over time, whereby the retail display is affected with color-changing illumination.

52. (Previously Presented) The method of claim 51 wherein the LED system includes at least one red LED, at least one blue LED, and at least one green LED.

53. (Previously Presented) The method of claim 51 wherein the LED system comprises a plurality of LEDs having a plurality of colors, a processor that receives inputs and controls the activation signal in response to the received inputs.

54. (Previously Presented) The method of claim 51 wherein the activation signal includes a pulse-width modulated signal, an intensity of a color of the LED system being responsive to a duty cycle of the pulse-width modulated signal.

55. (Cancelled)

56. (Previously Presented) The method of claim 51 wherein the activation signal is controlled in response to a user input.

57. (Previously Presented) The method of claim 51 wherein the activation signal is controlled in response to an external condition.

58. (Previously Presented) The method of claim 1, wherein the act of providing includes providing an LED system comprising a plurality of LEDs and an addressable controller for controlling light generated by the plurality of LEDs.

59. (Previously Presented) The method of claim 1, wherein the retail display comprises more than one color, and wherein the method further comprises an act of varying the color of the generated light over a period of time so that the observer perceives a change in color of the retail display being affected by the generated light.

60. (Previously Presented) The method of claim 1, wherein the retail display comprises more than one color, and wherein the method further comprises an act of varying the color of the generated light over a period of time so that the observer perceives an illusion of motion in a design on the retail display being affected by the generated light.

61. – 67. (Cancelled)

68. (Previously Presented) A method for attracting attention from an observer, the method comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;  
placing the LED system to project the light, when generated, onto an object such that the observer sees at least some of the light substantially indirectly via the object, and not directly from the LED system, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display; and  
generating the light so as to illuminate the object.

69. (Withdrawn) The method of claim 68, wherein the object is a display case.

70. (Withdrawn) The method of claim 68, wherein the object is a vending machine.

71. (Withdrawn) The method of claim 68, wherein the object is a beverage container.

72. (Withdrawn) The method of claim 68, wherein the object is an advertising display.

73. (Previously Presented) The method of claim 68, wherein the act of providing includes providing an LED system comprising a plurality of LEDs and an addressable controller for controlling light generated by the plurality of LEDs.

74. (Previously Presented) An illumination method, comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;  
and

placing the LED system to project the light, when generated, onto an object so as to illuminate the object, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display, the LED system being positioned such that at least some of the projected light, upon illumination of the object, is directed to an observer so that the observer sees at least some of the projected light substantially indirectly via the object, and not directly from the LED system.

75. (Previously Presented) An illumination method, comprising acts of:  
providing an LED system to generate light of a range of colors within a color spectrum;  
placing the LED system to affect an object with the light, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display;

generating the light so as to illuminate at least a portion of the object; and  
varying the color of the generated light over a period of time so that an observer perceives a change in color associated with the object being affected by the generated light due to a selective color interaction between the generated light and the object.

76. (Previously Presented) An illumination method, comprising acts of:  
providing an LED system to generate light of a range of colors within a color spectrum;  
placing the LED system to affect an object with the light, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display;

generating the light so as to illuminate the object; and  
varying the color of the generated light over a period of time so that the observer perceives an illusion of motion in at least a portion of the object being affected by the generated light due to a selective color interaction between the generated light and the object.